

Marketing Yourself, Your  
Business or Your Cause

Putting the Web to Work

*Ray Knight*

*Chief Envisioneer Officer*

*Passionately Building  
Businesses and Brands  
for over 25-years*

***Knight  
Works***  
Ray Knight



**Our Board of Directors**



*Actively Engaged Driving  
KnightWorks' Growth*

**Our Board of  
Directors**



*Actively  
Engaged Driving  
KnightWorks'  
Growth*

**Experience:**

**KnightWorks** offers over **25 years of business development, marketing, sales, customer/vendor service experience in the U.S., Canada, Caribbean, Mexico, Central America, Latin America, Europe and Australia.**

Senior Executive positions in both privately-held and public companies combined with marketing and business plan development assignments have been successfully completed in over **25 industries in two languages (English & Spanish) and 8 countries** and several Caribbean islands.

Learn more about my experience, view work samples and read client testimonials at my site. Take advantage of my **FREE TRIAL** by signing up on my website.

**[www.RayKnight.com](http://www.RayKnight.com)**

**Ray Knight** Chief Envisioneer Officer  
Phone: 305.888.1905 Cell.305.989.4815

**Knight  
Works**

Ray Knight



**Our Savvy President**



*Over 50 Years Experience  
in a 25-Year Career*

**Our Savvy  
President**



*Over 50 Years  
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Frame of Reference- evolution of interactive media

Never seen/used anything as powerful as the Web

Never been Easier or Cheaper to harness the power

# *Make Progress Inside and Out*

## *Internal and External Business Development*

<b>Why Put the Web to Work to Promote Yourself, Your Company or Your Cause?</b>	
<b>Strategic Options relevant to</b>	
<b>Your Existing Clients</b>	<ol style="list-style-type: none"> <li>1. Increase communication with your clients</li> <li>2. Gather information from customers</li> <li>3. Test new products and services</li> <li>4. Improve client services-increase response time, reduce phone calls, handle basic requests-answer questions, provide forms and applications</li> </ol>
<b>Your Potential Clients</b>	<ol style="list-style-type: none"> <li>5. Expand access - 24-hours a day, 7 days a week</li> <li>6. Foster community between your clients or your audience</li> <li>7. Increase your marketing arsenal</li> <li>8. Expand awareness locally, regionally, nationally and internationally</li> </ol>
<b>Your Competition</b>	<ol style="list-style-type: none"> <li>9. Generate new prospects, leads and alliances and partners</li> <li>10. Showcase your ideas and work</li> <li>11. Transact business</li> <li>12. Reduce business costs</li> </ol>
<b>Your Business Model</b>	<ol style="list-style-type: none"> <li>13. Competition: Keep up or get ahead</li> <li>14. Suppliers- improve communications and coordination and reduce costs</li> <li>15. Members- increase communications and introduce new benefits.</li> </ol>



How Much Can/Will it Cost?		
<b>Name-Securing Your Domain Naming Strategies-Your name, company, cause, your key benefit(s), what would you search for?</b>	<ul style="list-style-type: none"> <li>○ Register.com</li> <li>○ Domains.com</li> <li>○ Remember your options, .com, .org, .net, biz, .us, etc</li> </ul>	<ul style="list-style-type: none"> <li>○ \$35 year</li> <li>○ \$7.95 for .com</li> </ul>
<b>Hosting-ICD</b>	<ul style="list-style-type: none"> <li>○ <a href="http://www.icsoft.com">www.icsoft.com</a></li> </ul>	<ul style="list-style-type: none"> <li>○ \$5 or 10 a month</li> </ul>
<b>Hosting starter sites</b>	<ul style="list-style-type: none"> <li>○ <a href="http://www.register.com">www.register.com</a></li> </ul>	<ul style="list-style-type: none"> <li>○ 5-page website for \$49 a year with email and 20-page site for \$149 year</li> </ul>
<b>How-DIY- Template Sites</b>	<ul style="list-style-type: none"> <li>○</li> </ul>	<ul style="list-style-type: none"> <li>○</li> </ul>
<b>How to do it with others-Template Site</b>	<ul style="list-style-type: none"> <li>○ <a href="http://www.frontpage-templates-themes.com/">http://www.frontpage-templates-themes.com/</a></li> </ul>	<ul style="list-style-type: none"> <li>○ \$20 a site</li> </ul>
<b>The Big Bucks</b>	<ul style="list-style-type: none"> <li>○ Strategic Planning</li> <li>○ Starting from Scratch</li> <li>○ Developing New Content</li> <li>○ Original Design</li> <li>○ Developing Brands</li> <li>○ Extensive capabilities</li> <li>○ Multiple Versions</li> <li>○ Multimedia</li> <li>○ Multiple Languages</li> </ul>	<ul style="list-style-type: none"> <li>○ Varies</li> </ul>

**Our Marketing Strategy Development Master**



*Our Proprietary Methodology is a Secret*

## Strategic Methodologies-Integrating Business, Marketing and Sales Strategies

What Information and Capabilities Should I Employ?	
<b>WHAT: Who, what, when, where, why and how much--- Answer the “So what ?”</b>	<ul style="list-style-type: none"> <li>○ Key Benefits</li> <li>○ Unique Selling Proposition</li> <li>○ Consistency of Offline and Online Information and Graphics</li> <li>○ Encourage Interaction</li> <li>○ Remember-Three Rules of Marketing!</li> </ul>
<b>The Three C’s Content, Community and Commerce</b>	<ul style="list-style-type: none"> <li>○ Content- Creating it and updating it. Keep them coming back for more.</li> </ul>
<b>Production options- do it yourself, do it with someone else inexpensively or have it custom built</b>	<ul style="list-style-type: none"> <li>○ Content administration Systems or monthly maintenance cost</li> <li>○ Build it in phases-get up fast and add on over time</li> <li>○ Add on modules with additional information and capabilities</li> </ul>

Our Strategic Planning Wiz Kids



*Putting The Guesswork Back into the Equation*

<b>Once I Build it Will They Come?</b>		
<b>New Kid on the block</b>	<ul style="list-style-type: none"> <li>o Submission to search engines</li> </ul>	
<b>Getting to the top of the heap- Search Engine Optimization</b>	<ul style="list-style-type: none"> <li>o MoreVisibiity.com</li> <li>o TwentyFourSeven.com</li> </ul>	<ul style="list-style-type: none"> <li>o Several Thousands- up front and ongoing maintenance</li> <li>o Several Hundred-Phase 1</li> </ul>
<b>Monitoring and Tweaking</b>	<ul style="list-style-type: none"> <li>o Use Site Statistics to gauge traffic, sources, errors/fixes needed</li> </ul>	

<b>What are Some More Advanced Web Applications?</b>	
<b>Database sites</b>	<ul style="list-style-type: none"> <li>o Capturing Customer and Prospect Information and entering into an existing database or a new database</li> </ul>
<b>Flash Sites- Why-Movement and sound, browser compatibility</b>	<ul style="list-style-type: none"> <li>o Flash Introductions-First impressions</li> <li>o Flash demonstrations</li> <li>o Flash add-ins</li> <li>o Flash sites</li> </ul>
<b>E-commerce/shopping carts</b>	<ul style="list-style-type: none"> <li>o Pay Pal- online payment</li> <li>o Single Product Carts</li> <li>o Multiple Product Carts</li> <li>o Online Catalogs</li> </ul>
<b>Legacy integration- inventory and accounting</b>	<ul style="list-style-type: none"> <li>o Web systems that integrate into existing financial systems</li> </ul>
<b>Supply chain integration</b>	<ul style="list-style-type: none"> <li>o Web Systems that integrate into the existing financial, inventory and production management systems of buyers and suppliers</li> </ul>
<b>E-business models</b>	<ul style="list-style-type: none"> <li>o Eliminating several key costs of business which can include offices, executives, staffing, inventory storage, sales forces etc</li> </ul>

**Our Market Research Meister**



*No Cost Low-Cost Data Drives Our Clients' Competitors Crazy*



# Recipe for Unhappy Clients: Inherited Problem. Tight Timeframe. Limited Budget

**Industry:** Business Insurance/Financial Services

**Timing:** < 30 days **Budget:** < \$5,000

**Client Situation:** Client seeks new online strategy for core business of retail store insurance to leverage *Quick Quote* technology.



**Solution:** Use existing design template to launch consistent online brand integration of sister companies and to reduce start up time and costs.

**Methodologies:** 1/ Research of online marketing of insurance to business. 2/ Development of generic solution site [www.RetailStoreInsurance.com](http://www.RetailStoreInsurance.com) 3/ Creation of online ad, multiple hard and soft offers and online direct marketing copy. 4/ Creation and testing of online forms for lead capture.



**Our Chief Envisioner Officer**

Harnesses Energy, Vision, Passion and Marketing Power to Transform Strategic Vision Into the Building of Businesses and

Brands

*Mini Case Histories*

<b>Industry:</b> Marine and Aviation Insurance		<b>Knight Works</b> Ray Knight	
<b>Timing:</b> Various Projects with 2 week, one month and several month timeframes and deadlines	<b>Budget:</b> Various projects quoted individually over a six-month period		
<b>Client Situation:</b> Established brand with multiple product lines seeks external marketing resources to integrate with existing in-house staff and develop year-end marketing strategies for new product launch.			
<b>Solution:</b> Implement a marketing and strategic planning discovery process to define and prioritize short and intermediate term business plan and marketing plan issues and opportunities.			
<b>Methodologies:</b> 1/ Comprehensive analysis of existing marketing strategies and channels. 2/ Intensive interviews of CEO and executives to assess and prioritize opportunities. 3/ Multiple Product Line Analysis and short term action plan developed. 4/ Event Show marketing product introduction strategy created and launched within 2 weeks of event. 5/ Sales Training session for existing and new sales and service team for event 6/ Corporate SWOT analysis leads to expansion of assignment to develop corporate business plan for 2004 and shepherd an organizational development process to assist company in moving to next level.			

Our Strategic Sales Manager



*Training and Skills  
Prospects Can't*

*Refuse*

# Bi-Lingual Branding-Online First--> Then Offline

## Mini Case Histories

**Industry:** Personal Development Seminars and Individual Coaching/Training Sessions  
**Timing:** 30 days to launch site **Budget:** < \$4,400  
**Client Situation:** Corporate Exec starts 2<sup>nd</sup> career as Entrepreneur to follow her inner voice and pursue her dream.

**Knight  
Works**

Ray Knight



**Solution:** Develop and launch an English and Spanish website as cornerstone of integrated marketing campaign. Link the sites together to cater to bi-lingual audience and develop English and Spanish domain names for promotion and tracking purposes.

**Methodology:** 1/ Review business plan. 2/ Research competing sites. 3/ Locate source of applicable royalty-free images. 4/ Secure & post client's bi-lingual content. 5/ Set up multiple domains, hosting & email.

**Testimonial:** "Ray Knight shows commitment to understanding a client's business from the onset, and then strives to implement this in the ensuing Internet presence. As he develops the overall structure of the website, Ray keeps in mind the client's strategy and applies his creative outlook to execute it. He moves fast to ensure everything is done in a timely manner. Ray is very professional in his work and in his customer service."  
**Beatriz Orive President Mayan Link, Inc.**

**See: [www.Awakeningthesoul.net](http://www.Awakeningthesoul.net) and [www.despertandoelalma.com](http://www.despertandoelalma.com)**



**Our Ex Big 5 Guys**



*Find KnightWorks  
More Akin to Their  
Corporate Culture*

# Strategic Planning-SWOT Analysis

## Strengths



A firm's strengths are its resources and capabilities that can be used as a basis for developing a competitive advantage. Examples of such strengths include:

- patents - strong brand names
- good reputation among customers
- cost advantages from proprietary know-how
- exclusive access to high grade natural resources
- favorable access to distribution networks



## Opportunities

The external environmental analysis may reveal certain new opportunities for profit and growth. Some examples of such opportunities include: -an unfulfilled customer need

- arrival of new technologies
- loosening of regulations
- removal of international trade barriers



## Weaknesses

The absence of certain strengths may be viewed as a weakness. For example, each of the following may be considered weaknesses:

- lack of patent protection
- a weak brand name
- poor reputation among customers
- high cost structure
- lack of access to the best natural resources
- lack of access to key distribution channels



## Threats

Changes in the external environmental also may present threats to the firm. Some examples of such threats include:- shifts in consumer tastes away from the firm's products, - emergence of substitute products, - new regulations, -increased trade barriers.



The SWOT analysis provides information that is helpful in matching the firm's resources and capabilities to the competitive environment in which it operates. As such, it is instrumental in strategy formulation and selection.

*Reference-[www.quickmba.com/strategy](http://www.quickmba.com/strategy)*

*What is KnightWorks USP?*

*I am an Entrepreneur and an Envisioneer. I harness ENergy, VISion, passION and marketing powER to transform strategic vision into the building of businesses and brands.*

*Who do I work with?*

*Companies with too much business and companies with not enough. Companies with resources to invest wisely and ones with not enough resources to solve specific problems or chase specific opportunities.*

*How do I work?*

*I integrate with client's capabilities and fill missing gaps in their teams or vendors' objectivity, skill sets and experience at one speed- Intensive. Nickname: "220".*

*How do I obtain new clients?*

*Referrals, Speaking, Networking, Publishing, Matchmaking, Free Trials, Representation Agreements/Strategic Alliances, Email, direct mail, trade show attendance, pro-bono projects.*



## Client Testimonials

**Royal Marine Insurance Group**—Over the course of more than one year, Royal Marine Insurance Group has repeatedly selected **KnightWorks**, an outsourced business development agency, for a series of strategic planning, marketing and sales management assignments. This letter is offered as a written endorsement based on our individual and collective experience with those services. Ray Knight, CEO of **KnightWorks** claims in his sales materials that he **Passionately Builds Businesses and Brands**. From first hand experience, I know this to be true. Without the expense of a full-time, six-figure executive, Ray quickly integrated into our team as a true and value added resource and this relationship continues to contribute meaningful results.

**American Gift Corporation** “(Ray)\ **KnightWorks** consulted with us on several marketing and sales projects this quarter. Ray brought **enthusiasm, professionalism, energy and esprit de corps** to every aspect of the work we did together. He’s **a quick study and a strategic thinker who is not afraid to get his hands dirty**. He really seems to have a knack for looking at projects, goals and objectives in ways that others might not think of. Luckily, **his suggestions were typically low cost or no cost and quick and easy to implement**. I know our organization gained from the experience and will no doubt continue to work with Ray Knight in the future.” **Jeff Kluger VP**

**TitleSmart** “When I took advantage of his **Free Trial Offer** and saw the value in his definition of critical issues and his ability to define new revenue opportunities, I was convinced to hire Ray as my consultant on a project basis. Three weeks ago he developed the **sales presentation** for TitleSmart. Last week, I extended the assignment to my **strategic planning and market positioning**. This week we are focusing on **client acquisition and servicing strategies** and a critique and **improvement of my business model and plan**. I am very satisfied and enthusiastically endorse his services as I have truly received value for my money.” **Hank Jones - Founder and President**

**Passionately Building Businesses and Brands**

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Email [KnightWorks@RayKnight.com](mailto:KnightWorks@RayKnight.com) Visit our website: [www.RayKnight.com](http://www.RayKnight.com)

**Our Clients  
Beat the Drum**



*Powerful Word  
of Mouth  
Advertising is Our  
Best Selling Tool*